I would like to start off this paragraph with the sentence, “A website is an online representation of the business”. As such, this poster is designed more towards representing Supercell rather than focusing on the individual redesigned aspects of the website because, individuals who have not heard about Supercell at all will not be interested in this case.

As stated in the design brief, the new website would have all things related to Supercell past and present. Additionally, as the games created all feature characters who are cute, simple, and fantasy themed and not overload the reader with information due to its nature as a promotional poster, the layout and design of the poster needed to be along the lines of being attractive in a cute way, represents the Clash, Boom, Brawl and Farm worlds of Supercell and simple. Henceforth, I decided to use images that were linked to Supercell. Though not explicitly shown in this poster, each individual pin, emote and spray in the patterned image represents an aspect of Supercell or one of its games. For example, if you know the characters of BT21, you may notice Chimmy and Cooky hiding in the poster. They represent the collaboration between the games and other groups and artists for the creation of themed skins or items for each game. Another example would be the sword wielding Pekka popping red and blue balloons, which was created in conjunction with the celebration of Clash Royale’s fourth birthday. With the game Boom Beach more military themed, less recognised internationally than the other games, and does not have crossovers, I decided to exclude it. Regardless the main purpose of the patterned image was to attract people with its vibrant colours. Originally planned to not rotate the patterned image, the decision to rotate the image was through a little experimentation in finding ways that could make it more unique or more aesthetically pleasing but at the same time ensure that it remains simple. Also arranged in an orderly arrangement so that it can direct the reader’s eyes to the key information at the bottom.

How the patterned image was created:

In the photoshop file, DP\_Assg1\_Png\_Loh Sze Kye, I went to File -> Automate -> Contact Sheet II… and then I selected the folder, Images used for contact sheet. For the document section, the unit selected is inches, width: 12, height: 8, resolution: 300 pixels/ inch, colour profile: sRGB IEC61966-2.1, unchecked flatten all layers, mode: RGB colour, bit depth: 8-bit. For the thumbnails section, place: across first, columns: 8, rows: 8, unchecked use auto-spacing, vertical spacing: 0 inches, horizontal spacing: 0 inches, rotate for best fit was also unchecked. The use filename as caption section was also unchecked. Photoshop then loaded all 64 images in the folder into the contact sheet following the specifications set. In the contact sheet, I mixed up some of the image’s positions to make it more even in a way, and made their sizes look more even. The contact sheet was then saved, and I then went to Edit -> Define Pattern and then saved the contact sheet as a pattern, under the name pattern.psd. In the main photoshop file, DP\_Assg1\_Png\_Loh Sze Kye, I clicked on the create new fill or adjustment layer, third button to the left of the trash bin button. Then selected Pattern and then selected the pattern that I created. The angle selected is 30 degrees and the scale was 69%, link with layer was also checked.

Moving on to the text, the first three lines tell readers what Supercell is, the company’s work environment is loved by employees and offers prospective careers, the games are recognised and loved on the international stage, and that the company can be trusted to deliver quality work and is also willing to invest. The repetition of the word great emphasises that that Supercell is not just a company or game maker, but rather it is the company/game maker. It was also created with the rule of three in mind. Next, the phrase “want to find out more?” entices the reader and the following line assists in the enticement because the word “revamped” instils a feeling in the reader that there has been changes and spur them to visit the website. Icons of the socials that they have were also inserted as it is much convenient to search for their socials than to enter their website address. Lastly, black and white make up most of the poster because both are the primary colours of Supercell and the font used for the header are also following Supercell’s guidelines, a different font was used for the body to create a kind of contrast. The Supercell logo was placed at the top right because of the brand’s guidelines and to inform readers about which company the poster is promoting.

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